

DATAMATCH

What is DataMatch?

DataMatch is a computerized ridematching service designed to “match” employees within a single company, or within a group of collaborating companies. The DataMatch process enables employers to preserve employee privacy, while identifying potential rideshare partners. Employer Transportation Coordinators (“ETCs”) can provide a number for each employee name and have the option of using approximate home addresses to ensure employee confidentiality.

Metro King County produces reports and maps that show in what areas employees live, helping ETCs target employees who can most effectively form vanpools and carpools.

What are the benefits of DataMatch?

To Employers:

- coordinates creation of carpools and vanpools, and encourages the sharing of commute alternatives among neighboring companies;
- increases the number of potential ridematches by combining groups of neighboring companies;
- takes initial steps toward ridematching for employees, and assists ETCs;
- targets potential carpoolers who live in the same general area on a specific “commute path”;
- assists with worksite relocations;
- assists in forecasting rideshare participation and subsidy costs.

To Employees:

- helps an employee find riders to start a vanpool or carpool;
- fills up a carpool or vanpool that has lost riders;

How does DataMatch help meet CTR goals?

Making it easy for a company to match its employees with other employees, DataMatch helps to increase the potential number of vanpools and carpools formed at worksites. Vanpooling and carpooling also decreases the number of single occupancy vehicles (SOVs) traveling to worksites daily, enabling companies to achieve or maintain their CTR goals. Ridesharing is also helpful when a worksite has limited parking, or must add a new element to its transportation program.

(more)

What are favorable conditions for DataMatch?

DataMatch is most successful when:

- participating employers are members of a transportation management association or a networking group and in close proximity geographically, and willing to merge employee data for ridematching purposes;
- companies provide incentives such as subsidies for ridesharing, guaranteed ride home programs and preferential or discounted parking for ridesharing vehicles
- employers and their ETCs commit time and resources to provide employees with ridematch information;
- employees at the worksites have compatible work schedules;
- companies have relatively stable employee populations;
- transit service is limited to the worksites;
- neighboring companies have not met CTR goals and must improve their transportation programs.

How much does DataMatch cost?

DataMatch reports and matching service are free to employers.

Answers to Commonly Asked Questions

Q. What does Metro need from a company's ETC to include that worksite in DataMatch?

A. Metro needs employees' work schedule information and address information, in a DataMatch format (which Metro will provide).

Q. How long does it take until DataMatch reports and maps are delivered to a worksite?

A. Once Metro receives disks from participating companies in the DataMatch format, data "clean-up", analysis and map production takes about three weeks.

Q. What follow-up is required by ETCs?

A. It's essential to the success of DataMatch that participating ETCs follow up with targeted employees — directly or via mailings — to gauge their interest level and potential for matching. Metro will provide materials and assistance to help employees form vanpools and carpools.

Q. What about employee involvement?

A. If targeted employees are interested, they may receive names of others who live in their general area, and are interested in ridesharing.